

What is claimed is:

1. A method for issuing a coupon in a broadcasting system including a center and at least one information broadcast receiving terminal apparatus, comprising the steps of:

providing a service providing apparatus in said center;

making contents data of services of each of various programs configured with video information, sound information, character information and the like transmitted by a broadcasting means, and service additional information in which information relating to said services is described as attribute information;

broadcasting said contents data of said services and said service additional information as data of each of said various programs from said service providing apparatus;

receiving said contents data of said services and said service additional information by said information broadcast receiving terminal apparatus of a viewer and accumulating the same in said information broadcast receiving terminal apparatus;

regenerating said contents data of said services or said service additional information received by said information broadcast receiving terminal apparatus to provide additional services on the basis of said service additional information when said viewer views said program;

broadcasting coupon indirect information used to issue a coupon as said contents data of said services from said

service providing apparatus of said center; and

receiving and accumulating said coupon indirect  
information by said information broadcast receiving terminal  
apparatus and accumulating the same in said information  
5 broadcast receiving terminal apparatus, thereby issuing said  
coupon.

2. The method of issuing a coupon according to claim 1,  
wherein if said coupon indirect information includes one or  
10 more pieces of information corresponding to a service which  
can issue a coupon, and said coupon indirect information  
corresponding to an arbitrary service is accumulated in a  
storing unit of said information broadcast receiving  
terminal apparatus when said service is broadcasted and  
15 displayed, or regenerated from said storing unit and  
displayed, coupon information is notified to said viewer.

3. The method of issuing a coupon according to claim 1,  
wherein said information broadcast receiving terminal  
20 apparatus has a function of receiving a direct mail  
broadcasted from said center, if said coupon indirect  
information includes one ore more pieces of information  
corresponding to a direct mail which can issue a coupon, and  
said coupon indirect information corresponding to an  
25 arbitrary direct mail is accumulated in a storing unit in  
said information broadcast receiving terminal apparatus when  
said direct mail is broadcasted and displayed, or  
regenerated from said storing unit and displayed, coupon

information is notified to said viewer.

4. The method of issuing a coupon according to claim 1,  
wherein an arbitrary coupon code is given to a coupon, said  
5 coupon code is published in media other than broadcast to be  
notified to said viewer, said coupon is issued by inputting  
said coupon code into said information broadcast receiving  
terminal apparatus by said viewer.

10 5. The method of issuing a coupon according to claim 1,  
wherein when an arbitrary service is broadcasted, a coupon  
code for issuing a coupon on the basis of coupon indirect  
information corresponding to said service is broadcasted  
simultaneously, said information broadcast receiving  
15 terminal apparatus receives said service along with said  
coupon code corresponding to said service to issue said  
coupon.

20 6. The method of issuing a coupon according to claim 2,  
wherein when said coupon information is notified to said  
viewer, whether said coupon information is notified to said  
viewer is judged on the basis of a record of viewer  
information such as a view record, taste information or the  
like accumulated in said information broadcast receiving  
25 terminal apparatus.

7. The method of issuing a coupon according to claim 4,  
wherein when said coupon is issued, whether said coupon is

issued is judged on the basis of a record of viewer information such as a record of view, taste information or the like accumulated in said information broadcast receiving terminal apparatus.

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8. The method of issuing a coupon according to claim 1, wherein said information broadcast receiving terminal apparatus has a remote controller to which an identification number used to identify a dealer or the like is given to issue or handle said coupon, and said identification number transmitted from said remote controller is used as a coupon code to issue said coupon or to vary an amount to be discounted.

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9. The method of issuing a coupon according to claim 8, wherein said identification number is stored in an IC card.

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10. The method of issuing a coupon according to claim 1, wherein said coupon indirect information includes coupon classification information, and issued coupons are structurally managed in said information broadcast receiving terminal apparatus.

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11. The method of issuing a coupon according to claim 1, wherein when said coupon is used, an amount corresponding to said used coupon is reduced on the basis of use record information accumulated in said information broadcast receiving terminal apparatus.

12. The method of issuing a coupon according to claim 1,  
wherein in a paper view service, a coupon is designated when  
said paper view service is used, whereby an amount  
5 corresponding to said coupon is reduced in a charge.

13. The method of issuing a coupon according to claim 12,  
wherein a use of said paper view service corresponding to a  
coupon is reserved by using of said coupon by said viewer.

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14. The method of issuing a coupon according to claim 11,  
wherein said coupon has at least two values which are a  
current value and a discount value, and said discount value  
is subtracted from said current value when said coupon is  
15 used.

15. The method of issuing a coupon according to claim 11,  
wherein said coupon has only a current value, whereas said  
service has a discount value unique to said service, and  
20 said discount value given to said service is subtracted from  
said current value given to said coupon by designating said  
coupon when said viewer uses said service.

16. The method of issuing a coupon according to claim 11,  
25 wherein said coupon includes address information of an  
issuer of said coupon, and personal information and the like  
of said viewer is notified to said issuer of said coupon  
when said viewer uses said coupon.

17. The method of issuing a coupon according to claim 1,  
wherein said information broadcast receiving terminal  
apparatus is connected to said center over a telephone line,  
5 said information broadcast receiving terminal apparatus of  
said viewer transmits a request of said viewer to said  
center over said telephone line, whereas said service  
providing apparatus in said center broadcasts arbitrary  
coupon indirect information in response to said request of  
10 said viewer;

said information broadcast receiving terminal  
apparatus accumulates information relating to a use record  
of said viewer, adds an amount corresponding to a coupon to  
be broadcasted to said use record of said viewer when  
15 transmitting said request of said viewer, and requests said  
center to broadcast coupon indirect information along with  
information relating to information of a destination of said  
coupon, a type of said coupon and an amount of said coupon;

said service providing apparatus broadcasts said  
20 coupon indirect information in response to said request of  
said viewer, said information broadcast receiving terminal  
apparatus receiving said coupon indirect information judges  
whether said coupon indirect information is addressed to  
itself or not, and issues said coupon if said coupon  
25 indirect information is addressed to itself.

18. The method of issuing a coupon according to claim 1,  
wherein said information broadcast receiving terminal

apparatus is connected to said center over a telephone line,  
said service providing apparatus in said center manages a  
use record of coupons by said viewer instead of said  
information broadcast receiving terminal apparatus, said  
5 information broadcast receiving terminal apparatus requests  
over said telephone line said center to add an amount  
corresponding to a coupon to the use record of coupons of  
said viewer who requests to broadcast a coupon when said  
viewer uses said coupon, whereby said service providing  
10 apparatus updates the use record in response to said  
request.

19. The method of issuing a coupon according to claim 1,  
wherein said center broadcasts said coupon indirect  
15 information corresponding to a broadcast program, broadcasts  
a coupon code used to issue a coupon corresponding to said  
program when broadcasting said program, thereby confirming  
whether said coupon is issued in said information broadcast  
receiving terminal apparatus to research a view record of  
20 said broadcast program.

20. The method of issuing a coupon according to claim 19,  
wherein when the view record of said broadcast program is  
researched, classification information included in said  
25 coupon indirect information is specified to certain contents  
so that coupons are classified.

21. The method of issuing a coupon according to claim 20,

wherein said classification information included in said coupon indirect information is specified to information of a sponsor providing said broadcast program, thereby classifying coupons.

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22. An information broadcast receiving terminal apparatus used in a broadcasting system including a center and said information broadcasting receiving terminal apparatus comprising:

10           a receiving unit for receiving contents data of services of each of various programs and service additional information broadcasted as data of each of various program from a service providing apparatus provided in said center, said contents data of each of various programs being  
15           configured with video information, sound information, character information and the like to be transmitted from a broadcasting means of said center and said service additional information being described therein information relating to said services as attribute information, said  
20           contents data of services and said service additional information being made in said center;

          a storing unit for storing said contents data of services and said service additional information received by said receiving unit;

25           an information managing unit for managing said contents data of services and said service additional information stored in said storing unit separately from each other;



a regenerating unit for reading out said contents data of services and said service additional information stored in said storing unit at an arbitrary timing to regenerate them;

5 a coupon indirect information accumulating unit for accumulating coupon indirect information broadcasted as information used to issue a coupon as said contents data of services received from said service providing apparatus of said center by said receiving unit; and

10 an issuing unit for issuing said coupon on the basis of said coupon indirect information accumulated in said coupon indirect information accumulating unit.

23. The information broadcast receiving terminal apparatus  
15 according to claim 22 further comprising a coupon information notifying unit for notifying coupon information to a viewer, wherein if said coupon indirect information corresponding to a service is accumulated in said coupon indirect information accumulating means when the service is  
20 broadcasted from said center or regenerated from said storing unit and displayed, said coupon information notifying unit notifies the coupon information to the viewer.

25 24. The information broadcast receiving terminal apparatus according to claim 22, wherein said receiving unit has a function of receiving a direct mail, whereas said storing unit has a function of accumulating said direct mail, and

5 said coupon information notifying unit notifies the coupon information to the viewer if the coupon indirect information corresponding to an arbitrary direct mail is accumulated in said storing unit when said direct mail broadcasted from said center or regenerated from said storing unit is displayed.

10 25. The information broadcast receiving terminal apparatus according to claim 22 further comprising a coupon code decrypting unit for decrypting a coupon code, wherein an arbitrary coupon code is given to a coupon, and said coupon code decrypting unit decrypts a coupon code when said coupon code is inputted, thereby issuing a coupon.

15 26. The information broadcast receiving terminal apparatus according to claim 22 further comprising a viewer information accumulating unit for accumulating information about the viewer, and a controlling unit for judging whether the coupon information is notified to the viewer or a coupon  
20 is issued on the basis of the viewer information.

27. The information broadcast receiving terminal apparatus according to claim 25 further comprising a remote controller used to input the coupon code.

25 28. The information broadcast receiving terminal apparatus according to claim 27, wherein an identification number for identifying the viewer or a dealer is given to said remote

controller.

29. The information broadcast receiving terminal apparatus according to claim 28, wherein said coupon code decrypting unit decrypts the identification number transmitted from said remote controller as a coupon code to issue a coupon, and a value to be subtracted when the coupon is used is varied on the basis of the identification number.

30. The information broadcast receiving terminal apparatus according to claim 28, wherein the identification number is stored in an IC card.